



Monthly Web Metrics Report
Customer Service Web Portal (CSWP)

November 14, 2008

Revision History

Version	Date	Name of Author	Summary of Changes
1.0	November 14, 2008	CSWP, Senior Business Analyst	Baseline Draft

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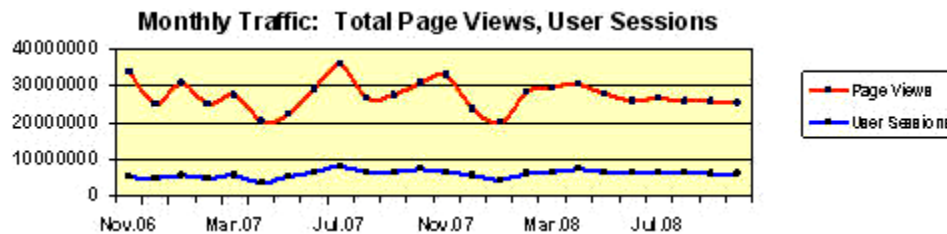
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Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) Web metrics and related analysis for October 2008. Highlights in this report:

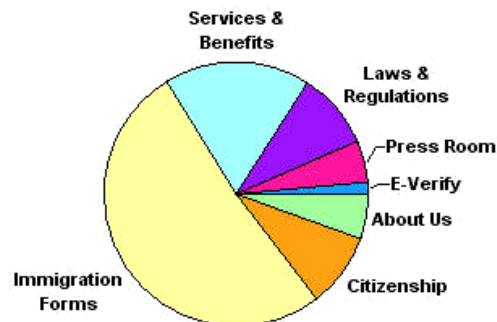
► Overall Traffic Volume Continued at Usual Levels

Page View and User Session metrics continued at levels consistent with those of the past several months. (See page 2).



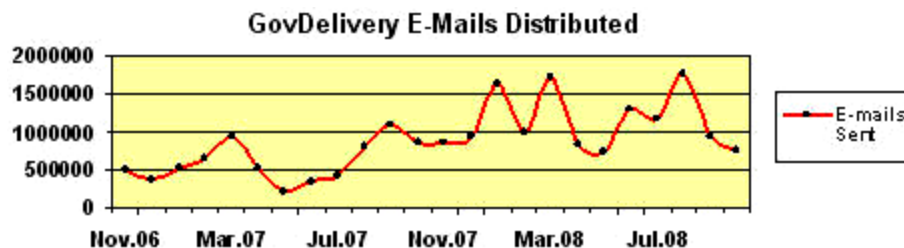
► Distribution of Traffic Continued at Expected Levels

Traffic volume and distribution to the largest landing pages continued at the same levels as in the past several months. (See page 7.)



► GovDelivery E-mails Lower by 19 Percent

E-mail volume fluctuates from month to month as the need to change content on the site dictates. Over 760,000 E-mails were sent out in October. (See page 10).



► Traffic to FOIA Status Check

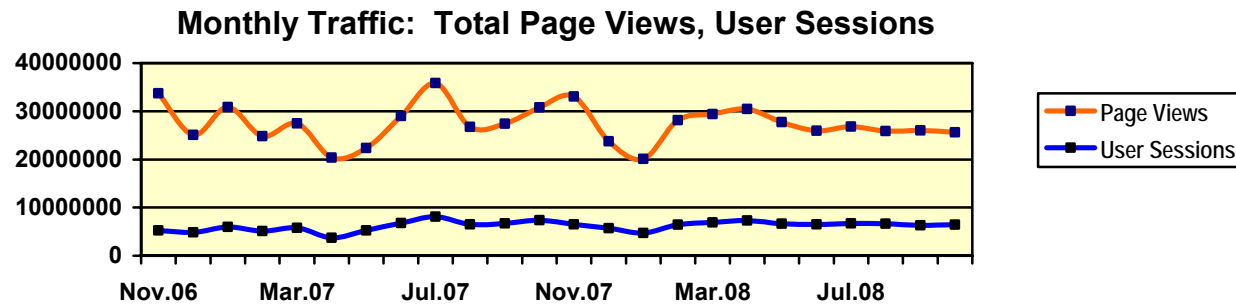
Numbers for the past three months appear to suggest a baseline level with modest growth each month, although it is too early to tell. (See page 8).

USCIS.gov CSWP Visitor Traffic

► Notable changes this month: None.

Metric	Jan.08*	Feb.08	Mar.08	Apr.08	May 08	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08
OVERALL										
User Sessions (Visits)	4,692,568	6,444,469	6,873,150	7,296,527	6,604,286	6,516,205	6,686,017	6,630,094	6,314,355	6,444,805
Average Weekday User Sessions	180,291	254,916	265,017	283,576	251,998	260,205	251,248	260,080	243,834	240,273
Average Session Length (min.)	5:23	5:18	5:15	5:08	5:07	5:03	5:03	4:58	5:17	5:08
Unique Visitors	2,342,869	3,020,970	3,152,243	3,220,610	3,066,103	3,102,912	3,128,981	2,973,973	2,991,933	3,099,907
One-Time Visitors	1,651,133	2,105,298	2,189,675	2,155,914	2,152,380	2,196,828	2,187,199	2,068,695	2,103,885	2,224,097
Repeat Visitors	691,736	915,672	962,568	996,329	913,723	906,084	941,782	905,278	888,048	875,810
Page Views	20,104,597	28,158,130	29,404,570	30,454,413	27,748,920	25,936,340	26,784,945	25,890,816	26,030,429	25,578,188
SESSIONS BY CONTENT AREA**										
About Us	113,168	162,638	159,086	161,904	148,454	140,501	145,354	141,603	144,215	141,194
Citizenship	188,768	273,281	276,387	259,033	245,074	227,304	238,600	226,217	243,852	223,548
Immigration Forms	895,197	1,278,140	1,330,849	1,298,301	1,261,846	1,249,485	1,311,952	1,242,294	1,298,861	1,290,816
Services & Benefits	375,918	524,183	524,094	531,879	492,124	473,686	490,004	472,220	476,112	455,531
Laws & Regulations	170,627	242,130	238,908	239,878	220,773	215,500	217,826	209,289	223,081	231,771
Press Room	87,572	147,438	192,065	385,116	217,584	190,372	139,343	127,621	116,718	123,728
E-Verify	27,676	29,931	28,142	54,780	54,543	78,978	48,537	41,348	40,294	38,083

*January 2008 numbers are artificially low because one-third of the month's traffic data was lost by Akamai. **Total user sessions that included views of these top-level landing pages.



USCIS.gov CSWP Visitor Traffic (cont.)

Metric	Apr.07	May 07	Jun.07	Jul.07	Aug.07	Sep.07	Oct.07	Nov.07	Dec.07
OVERALL									
User Sessions (Visits)	3,718,038	5,213,504	6,752,419	8,125,806	6,512,486	6,702,477	7,360,972	6,488,405	5,723,607
Average Weekday User Sessions	149,707	198,855	267,605	310,510	246,209	268,492	273,893	249,747	215,807
Average Session Length (min.)	5:11	5:08	5:10	5:38	4:57	4:58	5:00	5:11	5:05
Unique Visitors	1,720,609	2,354,930	2,900,172	3,346,430	2,799,902	2,919,726	3,101,740	2,996,538	2,662,821
One-Time Visitors	1,172,099	1,594,109	1,930,689	2,175,277	1,888,909	1,977,187	2,082,532	2,086,878	1,861,921
Repeat Visitors	548,510	760,821	969,483	1,171,153	910,993	942,537	1,019,208	909,660	800,900
Page Views	20,333,101	22,378,037	28,991,101	35,853,308	26,721,990	27,388,813	30,781,902	33,047,379	23,757,944
SESSIONS BY CONTENT AREA**									
About Us	107,418	146,569	182,544	224,016	161,335	162,743	177,982	158,623	127,043
Citizenship	166,614	253,079	324,840	518,522	232,039	239,350	264,313	233,916	189,115
Immigration Forms	734,079	1,094,513	1,493,319	2,288,096	1,223,194	1,193,541	1,294,232	1,135,653	962,421
Services & Benefits	334,303	459,238	597,038	741,264	512,733	518,399	563,142	495,058	414,026
Laws & Regulations	145,592	207,185	259,482	284,115	232,354	232,909	254,516	230,635	187,927
Press Room	182,934	167,884	163,819	288,576	261,337	227,123	162,919	123,607	92,657
E-Verify	--	--	--	--	--	--	38,302	34,571	29,467

** Total user sessions that included views of these top-level landing pages

USCIS.gov CSWP Visitor Traffic (cont.)

Metric	Nov.06	Dec.06	Jan.07	Feb.07	Mar.07
OVERALL					
User Sessions (Visits)	5,227,836	4,813,792	5,977,794	5,075,095	5,743,320
Average Weekday User Sessions	198,576	183,354	219,122	209,668	215,892
Average Session Length (min.)	6:40	5:58	6:01	5:50	5:38
Unique Visitors	2,655,767	2,334,857	2,786,007	2,345,397	2,626,690
One-Time Visitors	1,942,268	1,665,337	1,936,981	1,608,122	1,796,028
Repeat Visitors	713,499	669,520	849,026	737,275	830,662
Page Views	33,696,881	25,091,517	30,829,277	24,839,624	27,471,996
SESSIONS BY CONTENT AREA**					
About Us	232,057	153,665	190,695	177,238	189,575
Citizenship	311,291	259,610	340,528	307,146	318,294
Immigration Forms	1,272,993	1,051,401	1,394,187	1,254,178	1,396,462
Services & Benefits	739,869	528,733	663,433	548,583	585,754
Laws & Regulations	275,318	214,037	283,700	239,019	262,045
Press Room	117,788	92,883	102,350	99,960	121,579
E-Verify	--	--	--	--	--

** Total user sessions that included views of these top-level landing pages

Legacy Data:

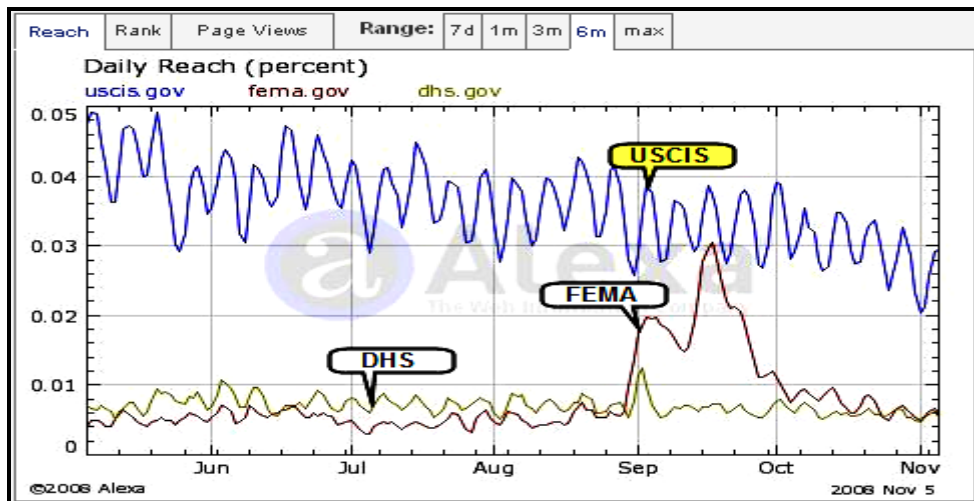
Metric	Oct.05	Nov.05	Dec.05	Jan.06	Feb.06	Mar.06	Apr.06	May06	Jun.06	Jul.06	Aug.06
OVERALL											
Number of Visits for Month	5,606,638	5,228,536	4,796,783	5,880,085	5,275,683	6,595,111	5,430,691	6,343,209	6,461,774	6,368,348	6,615,892
Average Number of Users per day on Weekdays	197,087	177,535	216,748	214,550	238,746	209,501	233,824	247,748	243,423	243,762	
Average Visitor Session Length	10:03	9:57	10:09	10:14	10:01	10:04	9:26	9:21	9:13	9:26	9:19
Unique Visitors	2,616,967	2,506,623	2,292,376	2,822,446	2,560,638	3,037,551	2,694,475	2,988,946	2,895,689	2,869,849	3,011,114
One-Time Visitors	1,948,793	1,874,743	1,713,981	2,099,984	1,908,447	2,252,008	2,020,024	2,213,122	2,117,074	2,102,401	2,202,643
Repeat Visitors	668,174	631,880	578,395	722,462	652,191	785,453	674,451	775,824	778,615	767,448	808,471
Page Views	42,612,815	36,643,397	34,747,592	43,803,006	37,771,142	45,621,681	34,309,523	42,909,778	43,407,053	46,997,699	48,024,615
BY CONTENT AREA											
About USCIS & FOIA	121,769	113,230	100,346	119,227	112,846	152,055	114,076	130,592	110,982	126,973	124,400
Citizenship	254,944	230,921	203,845	280,486	256,647	323,259	261,660	316,445	266,417	295,543	303,690
Forms, Fees, and Fingerprints	1,762,408	1,700,623	1,496,248	2,057,635	1,838,320	2,224,544	1,778,612	2,025,909	1,847,694	1,988,824	2,177,214
Services and Benefits	1,151,285	1,007,368	899,499	1,170,523	1,029,707	1,278,951	1,046,395	1,312,791	1,191,518	1,322,802	1,265,599
Field Offices	494,468	444,776	380,937	506,861	454,049	562,760	430,387	491,890	448,242	498,303	532,232
Laws and Regulations	300,091	273,126	227,660	300,167	280,030	408,452	303,179	354,755	314,605	340,293	316,047
Public Affairs	498,780	434,841	371,691	480,092	357,455	480,005	446,937	519,529	513,273	536,881	518,869
How Do I ...?	551,803	509,790	427,989	562,199	493,865	605,168	462,597	555,854	496,269	562,639	608,339
CSSO	2,352,110	2,115,292	2,025,969	2,340,294	2,097,575	2,562,594	2,336,111	2,751,458	1,135,698	2,880,516	3,146,570

USCIS.gov Traffic Compared to Federal Sites

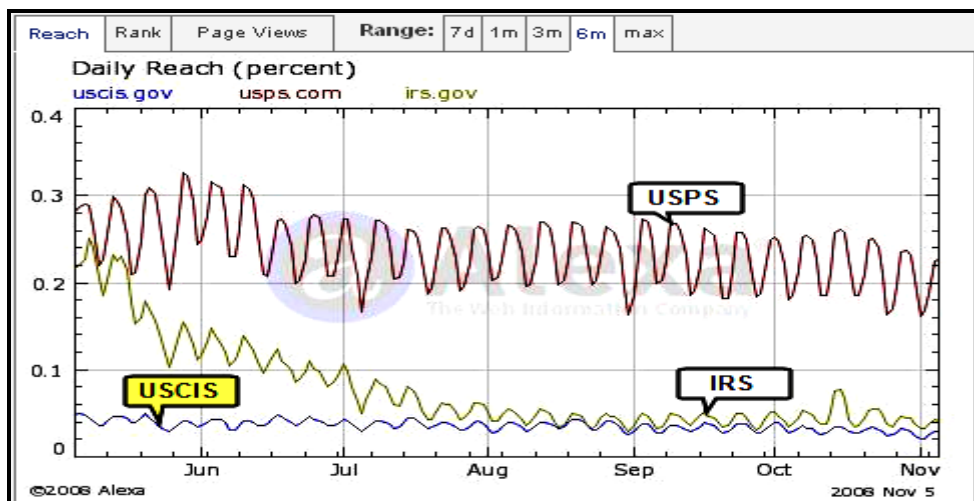
The charts below report traffic to the USCIS.gov site over the past six months, compared to that of other federal sites* according to Alexa.com. The “Reach” scale refers to the percentage of unique users of the Alexa toolbar who visited a site on a given day.

► **Notable changes this month:** Alexa's chart, based on users of its toolbar, is somewhat misleading. It suggests that USCIS traffic is down 40 percent since April 2008, whereas actual traffic volume (see p. 2) is down only 16 percent. USCIS.gov continues to be in the top 10 most visited federal web sites.

USCIS.gov Compared to Other DHS Web Sites



USCIS.gov Compared to Leading Federal Web Sites



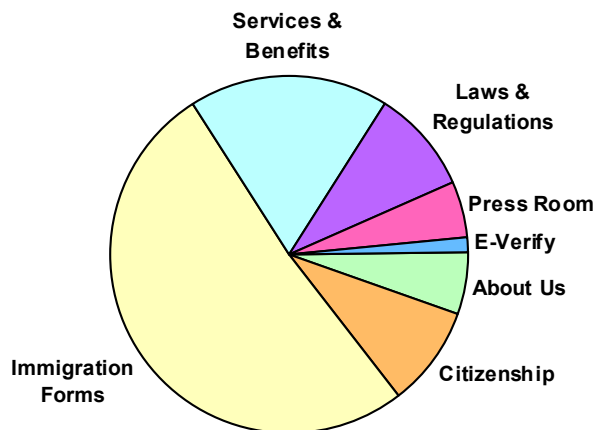
* The first chart compares USCIS traffic to that of DHS and a few key DHS agencies. The second chart compares USCIS traffic to a rotating sample of the 7-8 federal Web sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, and IRS – as well as other well-known federal sites.

Distribution of Traffic by Major Content Area

User sessions that involve visits to the major landing pages of the site indicate where users concentrate their attention during those sessions. About half of visitors to the major landing pages continue to view the Immigration Forms page during their visits to USCIS.gov. (See page 2 for a table of this data, Sessions by Content Area, covering the past several months)

► **Notable changes this month:** None. The distribution and volume of traffic to the seven landing pages is consistent with levels over the past several months.

Content Area Landing Page	User Sessions
Immigration Forms	1,290,816
Services & Benefits	455,531
Citizenship	223,548
Laws & Regulations	231,771
Press Room	123,728
About Us	141,194
E-Verify	38,083
Total Sessions to These Pages >	2,504,671



Distribution of Traffic – FOIA Status Check

The tables on this page reflect traffic to the FOIA Status Check landing page and the number of transactions submitted to the application.

► **Notable changes this month:** Numbers for the past three months appear to have leveled off and show modest growth from month to month.

	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08
Traffic to Landing Page:					
Successful requests for pages	3,509	15,599	9,014	10,025	11,277
Distinct hosts served	1,379	6,898	3,904	4,289	4,535
Total data transferred (MB)	20.6	87.5	50.5	52.5	58.4
Submission of Transactions:					
Successful requests for pages	3,952	12,398	9,549	10,573	11,783
Distinct hosts served	761	3,416	2,582	3,038	3,386
Total data transferred (MB)	20.0	64.8	49.7	54.6	61.2

Top 25 Viewed Pages

The following table shows the most viewed (most requested) pages on USCIS.gov.

► **Notable changes this month:** The Redesigned (New) Naturalization Test, launched in September, jumped from 23rd to 15th place. Otherwise, there were only minor fluctuations in rankings and numbers from last month.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	6,484,117	25.35%
2	Immigration Forms (2)	2,331,683	9.12%
3	Lawful Permanent Resident (3)	764,293	2.99%
4	Services and Benefits (4)	685,948	2.68%
5	Case Services While Your Case is Pending with USCIS (5)	524,193	2.05%
6	Citizenship (6)	367,365	1.44%
7	Application for Naturalization (7)	319,093	1.25%
8	Laws, Regulations & Guides (9)	316,435	1.24%
9	Petition for Alien Relative (8)	312,028	1.22%
10	Application for Employment Authorization (10)	279,652	1.09%
11	Contact Us (11)	243,563	0.95%
12	Employment Authorization (12)	236,539	0.92%
13	Processing Times and Case Status (15)	209,412	0.82%
14	Electronic Filing for Immigration Benefits (16)	200,943	0.79%
15	Redesigned (New) Naturalization Test (23)	193,049	0.75%
16	Naturalization (14)	191,559	0.75%
17	About Us (17)	190,040	0.74%
18	"How Do I?" Customer Guides (13)	181,515	0.71%
19	Application to Register Perm. Residence or Adjust Status (19)	178,395	0.70%
20	Education & Resources (18)	174,608	0.68%
21	Press Room (21)	167,781	0.66%
22	Affidavit of Support Under Section 213A of the Act (20)	167,299	0.65%
23	Application to Replace Permanent Resident Card (22)	142,126	0.56%
24	Application for Travel Document (*)	126,237	0.49%
25	The U.S. Naturalization Test (*)	123,128	0.48%
	
Total Page Views this Month >		25,578,188	100.00%

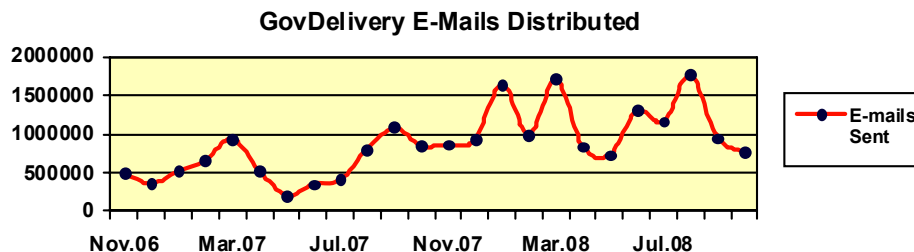
A number in parentheses indicates a page's ranking in the previous month.

* Indicates a page that was not in the previous month's Top 25 Viewed Pages.

GovDelivery Subscription E-mail System

E-mail volumes often fluctuate from month to month as the need to change content on the site dictates. As of November 1, 2008, there were over 216,588 active subscribers to at least one CSWP page.

► **Notable changes this month:** More than 760,000 E-mail notifications were sent this month to those who subscribe to CSWP pages, a 19 percent decrease from last month due to fewer page changes. The click-through rate, reported as 8.1 percent this month, is artificially low due to continued data loss problems at the GovDelivery organization. The likely actual rate is about 12 percent.



Total E-mails Sent to Subscribers This Month: 760,905

Total Subscribers: 216,588

Total Page Subscriptions: 723,664 (up 3% from last month)

Net* New Subscriptions Added This Month: 20,901

Average Number of Subscriptions per User: 3.3

Top Subscribed Pages: Home Page, Monthly Newsletter, Federal Register Announcements, Press Room, Information for Employers

Percent of Click-Throughs This Month from Links in E-mails: 8.1 percent

* New subscriptions include new user sign-up, plus the return of any groups that had been temporarily removed, minus those subscriptions ended (either voluntarily, removed because E-mail addresses were no longer valid, or stopped because a subscribed page was removed from the CSWP).

Top 25 Referring Pages Sending Traffic to USCIS.gov

The following table lists the top 25 sources of Web traffic referred to USCIS.gov this month and the page on USCIS.gov to which the traffic was directed.

► **Notable changes this month:** Two referrals from visajourney.com jumped into the Top 25, at 6th and 9th place. Otherwise, most referrals are repeats from previous months, with relatively minor differences in their rank and magnitude.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	62,254	Home Page	Google search for "uscis" (1)
2	36,019	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (2)
3	23,295	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page on travel.state.gov (3)
4	21,709	Immigration Classifications and Visa Categories: Immigrants	Visa Types for Immigrants page on travel.state.gov (4)
5	19,814	Immigration Forms	USCIS Customer Service Gateway (5)
6	16,602	Form I-765	Adjustment of Status Forms page on visajourney.com (*)
7	15,637	Home Page	Yahoo search for "uscis" (7)
8	15,516	Employment Eligibility Verification	Hiring Employees page on irs.gov (6)
9	10,506	Form I-485	Adjustment of Status Forms page on visajourney.com (*)
10	10,330	Immigration Forms	Immigration page on dhs.gov (9)
11	9,327	Home Page	Infopass start page (10)
12	9,322	Home Page	Google search for "ins" (11)
13	8,922	Home Page	Yahoo search for "uscis.gov" (8)
14	8,519	Contract Between Sponsor and Household Member	Affidavit of Support page on travel.state.gov (12)
15	8,502	Home Page	Google search for "immigration" (15)
16	8,091	Home Page	Yahoo search for "www.uscis.gov" (19)
17	7,728	Petition for Alien Fiance(e)	Non-Immigrant Visa for a Fiance(e) (K-1) page on travel.state.gov (13)
18	7,475	About Us	Career Opportunities page on dhs.gov (18)
19	7,287	Home Page	Yahoo search for "ins" (16)
20	7,177	Home Page	Home page on uscis.gov.com (21)
21	6,846	Home Page	Yahoo search for "us citizenship and immigration services" (*)
22	6,184	Home Page	Google search for "uscis.gov" (24)
23	6,148	Home Page	Immigration Review page on doj.gov (*)
24	5,925	Form I-134	Affidavit of Support page on immihelp.com (20)
25	5,640	Home Page	Yahoo search for "uscis gov" (*)

A number in parentheses indicates a ranking in the previous month for the same referring page and destination page.

* Indicates a page that was not in the previous month's Top 25 Referring Pages.

Ranking of USCIS.gov in Google and Yahoo Searches

The following results indicate how highly the pages of USCIS.gov rank when several popular search terms are entered in the Google and Yahoo search engines.

► **Notable changes this month:** None. Over the past several months, Google and Yahoo search engines have reached a point where the results for these terms now rank a USCIS page almost unanimously as its number one result. As such, this report page may no longer be necessary.

Ranking of CSWP Pages in Search Requests on Google and Yahoo

Search Terms	Google	Yahoo
uscis	1	1
uscis.gov	1	1
immigration	2	1
immigration and naturalization service	1	1
immigration forms	1	1
citizenship	1	2
ins	1	1
naturalization	1	1
green card	1	1
asylum	1	4

Top 50 Search Terms from Referring External Search Engines

The following are the top 50 search terms entered into external search engines (e.g., Google, Yahoo, and others) that led to referrals of Web traffic to the CSWP.

► **Notable changes this month:** None. Searches for the agency name (e.g. uscis, ins), immigration, and forms (e.g., I-9) account for the bulk of the top 50 requests. The relative order and volume of traffic from the various terms remain virtually unchanged from month to month.

Phrase	Referrals
uscis	253,713
ins	72,096
uscis.gov	60,590
www.uscis.gov	45,034
immigration	44,334
us immigration	26,882
green card	17,402
i-9	12,517
i-9 form	11,543
us citizenship and immigration services uscis	10,373
uscis gov	8,674
us citizenship	8,395
ins.gov	6,956
i9	6,339
citizenship	5,811
form i-9	5,728
immigration forms	5,318
www.ins.gov	4,887
naturalization	4,751
uscis forms	4,202
bcis	3,895
immigration and naturalization	3,874
pdf	3,874
i-485	3,750
i-130	3,588

Phrase	Referrals
immigration and naturalization service	3,390
i-765	3,330
cis	3,200
i9 form	3,121
ins forms	3,054
usa immigration	2,746
affidavit of support	2,573
n-400	2,426
immigration laws	2,390
immigration services	2,367
greencard	2,196
uscis case status	2,185
i-864	2,114
i-131	1,941
i-134	1,929
citizenship application	1,771
e-verify	1,713
immigration and nationality act	1,667
us citizenship application	1,650
us immigration and naturalization	1,499
us citizenship and immigration services	1,486
i-9 forms	1,445
green card renewal	1,437
i-539	1,428
usci	1,384

Top 50 Search Terms Entered into the CSWP Search Engine

The top search terms entered into the CSWP's internal search engine present a useful picture of what is most important to CSWP visitors. This data can help drive site design decisions for making the most requested information easy to find. (Usability testing across a wide range of Web sites shows that about half of Internet visitors prefer to use a site's search engine to find what they want, while the other half prefers to use a site's navigation links to find the same information.)

► **Notable changes this month:** Searches for "tps," Temporary Protected Status, rose by more than 100 percent to take the top spot. Searches for I-9, I-130, and other immigration forms continue to account for about half of the top 50 search terms entered.

Phrase	Count
tps	13109
forms	13012
infopass	11441
citizenship	9607
i 9	9116
i 130	8951
n 400	8297
green card	7707
lottery	7706
case status	7040
i 90	6765
i 765	6730
naturalization	6630
n400	6418
visa bulletin	5958
marriage	5749
i 485	5508
i 94	5417
h1b	5259
visa	5218
citizenship test	5162
i 9 form	4995
green card lottery	4614
ds 230	4525
m 476	4417

Phrase	Count
i 751	4388
form i 9	4344
opt	4195
i130	4100
i 131	4072
passport	3880
change of address	3827
i 864	3791
appointment	3712
fees	3678
ar 11	3656
asylum	3552
test	3540
status	3516
naturalization test	3414
i9	3342
i765	3297
civil surgeon	3297
affidavit of support	3292
i 797	3219
i90	3165
ds230	3152
ead	3137
i 539	3112
info pass	2956

Page Surveys as Partial Measure of User Satisfaction

Many pages on USCIS.gov contain a short survey that provides users the option to rate the usefulness of the page's information. Results from these surveys, though not statistically reliable, provide insight into user satisfaction and suggest that further data gathering may be useful to understand the reasons why certain ratings were given.

► **Notable changes this month:** None. The average ratings across all six most-surveyed pages were:

- Useful – 44.4 percent
- Slightly Useful – 8.1 percent
- Don't Know – 10.3 percent
- Not Useful – 37.2 percent

